



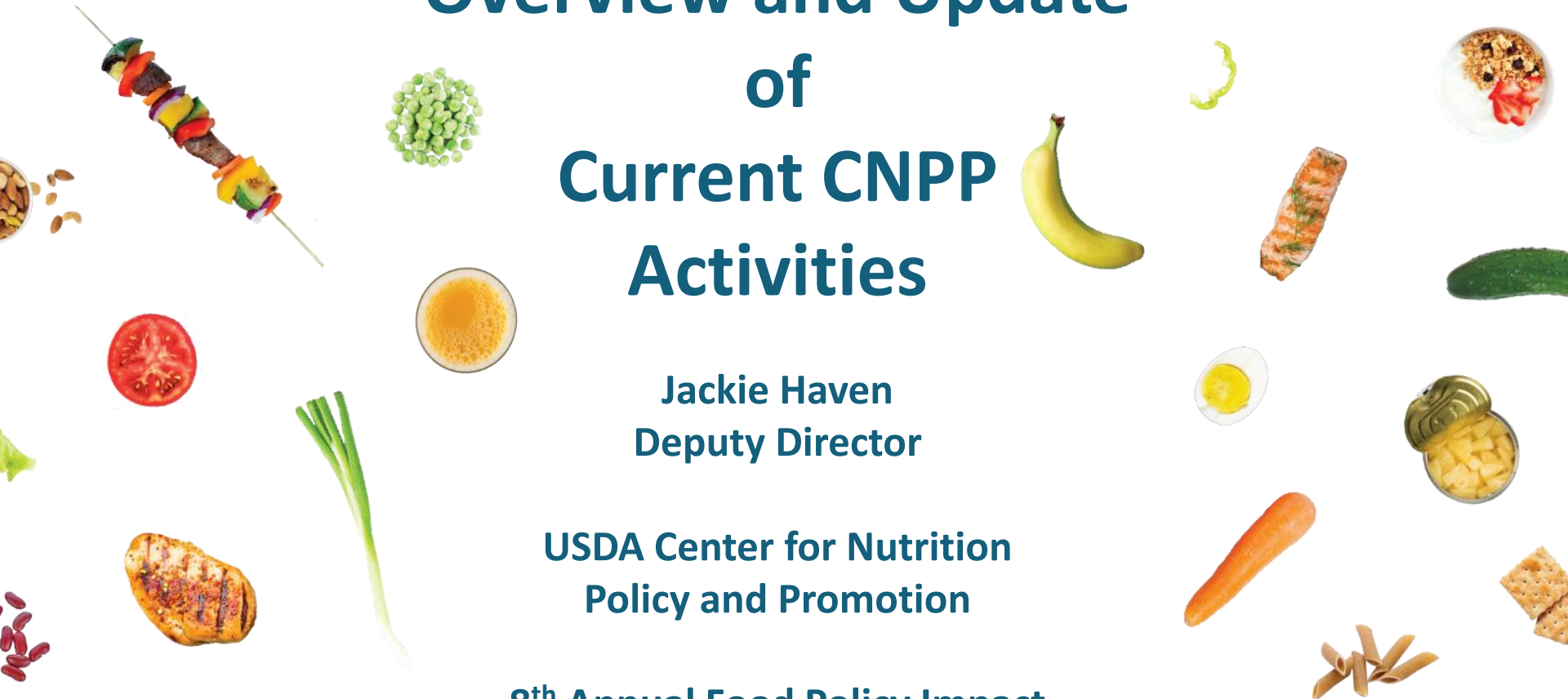
United States Department of Agriculture

Overview and Update of Current CNPP Activities

Jackie Haven
Deputy Director

USDA Center for Nutrition
Policy and Promotion

8th Annual Food Policy Impact
February 11, 2019



CNPP Mission

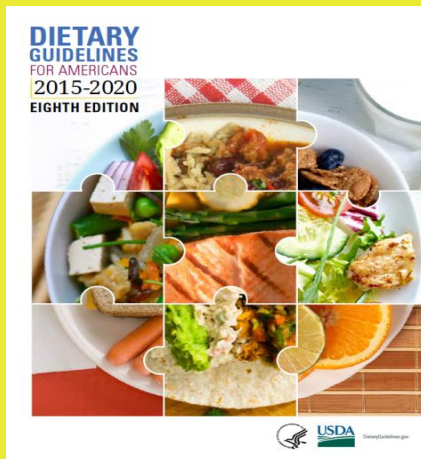
To improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition need of consumers.

CNPP Initiatives

Nutrition Evidence
Library (NEL)

USDA Food Patterns

Dietary Guidelines for Americans



Consumer nutrition
education (MyPlate)

USDA Food Plans
(including Thrifty)

Healthy Eating
Index (HEI)

Expenditures on Children by Families / “Cost of Raising a Child”

Professionals’ / consumer nutrition materials review & development for others

Federal programs, external stakeholders,
partnerships



Today: 3 CNPP Areas

1 2020-2025 Dietary Guidelines for Americans

2 Healthy Eating Index

3 MyPlate

2020-2025 Dietary Guidelines for Americans

THIS IS A MULTI-STEP PROCESS

Advisory Committee Selection

- 1 USDA/HHS post topics and questions, which shape expertise needed on the 2020 Dietary Guidelines Advisory Committee
- 2 USDA/HHS solicit nominations for the Committee from the public for 30 days
- 3 USDA/HHS select Committee membership based on educational background, professional experience, demonstrated expertise, obligations under the Federal Advisory Committee Act, and requirements for a balanced membership
- 4 Secretaries of USDA/HHS jointly agree on individuals appointed to serve on the Committee

Advisory Committee
Review of Scientific
Evidence

USDA/HHS Develop
the Dietary Guidelines

Topic and Question
Identification

THIS IS COMPLETED

2020-2025 Dietary Guidelines for Americans

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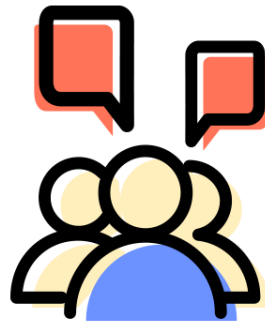
Advisory Committee Review of Scientific Evidence

USDA/HHS Develop the Dietary Guidelines

Topic and Question Identification

THIS IS COMPLETED

2020-2025 Dietary Guidelines for Americans



DietaryGuidelines.gov

Healthy Eating Index



- A measure of diet quality used to assess how well a set of foods aligns with key recommendations from the Dietary Guidelines for Americans
- Score range of 0 to 100
- HEI-2015 is the most current version of the HEI in terms of conformance with the key recommendations of the *2015-2020 Dietary Guidelines for Americans*

Healthy Eating Index

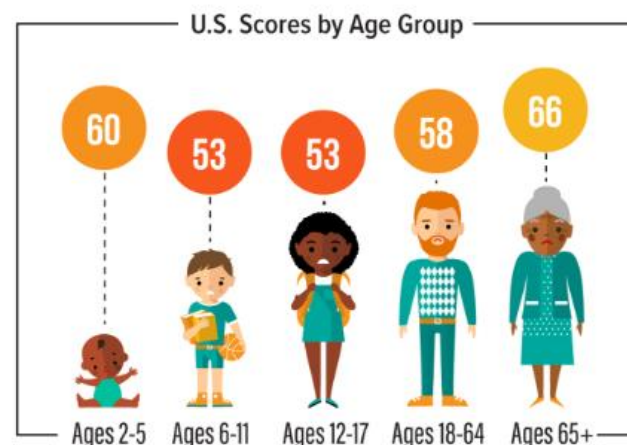
How Healthy Is the American Diet?



59

The Healthy Eating Index Score

shows that Americans do not align their eating choices with the Dietary Guidelines.
(on a scale from 0-100)



Data source for Healthy Eating Index scores: What We Eat in America, National Health and Nutrition Examination Survey (undated data are from 2013-2014).

Healthy Eating Index



Journal of the
Academy of Nutrition
and Dietetics

The premier source for the practice
and science of food, nutrition, and dietetics



RESEARCH
Original Research



Health Economic Evaluation Modeling Shows Potential Health Care Cost Savings with Increased Conformance with Healthy Dietary Patterns among Adults in the United States

Carolyn G. Scrafford, PhD, MPH; Xiaoyu Bi, MPS; Jagjit K. Multani, MPH; Mary M. Murphy, MS, RD; Jordana K. Schmier, MA;
Leila M. Baraj, ScD

ARTICLE INFORMATION

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Dietary patterns
Healthy Eating Index
Medicare/Medicaid

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<https://doi.org/10.1016/j.jand.2018.10.002>

ABSTRACT

Background: Many American adults have one or more chronic diseases related to a poor diet, resulting in significant direct and indirect economic impacts. The 2015–2020 Dietary Guidelines for Americans (DGA) recognized that dietary patterns may be more relevant for predicting health outcomes compared with individual diet elements and recommended three healthy patterns based on evidence of favorable associations with many chronic disease risk factors and outcomes. Health economic assessments provide a model to estimate the potential influence on costs associated with changes in chronic disease risk resulting from improved diet quality in the US adult population.

Objective: To estimate the impact on health care costs associated with increased conformance with the three healthy patterns recommended in the 2015–2020 DGA, including the Healthy US-Style, the Healthy Mediterranean-Style, and the Healthy Vegetarian eating patterns.

Methods: Recent moderate- to high-quality meta-analyses of health outcomes associated with increased conformance with the Healthy US-Style eating pattern as measured by the Healthy Eating Index (HEI) or the Healthy Mediterranean-Style eating pattern measured by a Mediterranean diet score (MED) were identified. Given the lack of quantification of the association between an increased conformance with a vegetarian pattern and health outcomes, the analysis was limited to studies that evaluated Healthy US-Style and Healthy Mediterranean-Style eating patterns. The 2013–2014 What We Eat in America data provided estimates of conformance with these two eating patterns using the HEI-2015 and the 9-point MED among the US adult population. Risk estimates quantifying the association between eating patterns and health outcomes were combined with the eating pattern score increase under two conformance scenarios: increasing the average HEI-2015 and MED by 20% and increasing the average HEI-2015 and MED to achieve 80% of complete conformance. The resulting change in risk was combined with published data on annual health care and indirect costs, inflated to 2017 US dollars to estimate cost. To address double counting, costs were adjusted to minimize potential overlap of comorbidities.

Results: Overall modeled cost savings were \$18.7 billion (range=\$6.7 billion to \$25.4 billion) to \$15.5 billion (range=\$2.3 billion to \$19.9 billion) based on a 20% increase in the MED and HEI-2015, respectively, resulting from reductions in cardiovascular disease, cancer, and type 2 diabetes for both patterns and including Alzheimer's disease and hip fractures for the MED. In the case that diet quality of US adults were to improve to achieve 80% of the maximum MED and HEI-2015, cost savings were estimated at \$88.2 billion (range=\$35.7 billion to \$133 billion) and \$55.1 billion (range=\$41.8 billion to \$68.2 billion), respectively.

Conclusions: This is the first study quantifying savings from all health outcomes identified to be associated with the HEI and the MED to assess conformance with two eating patterns recommended as part of the 2015–2020 DGA. Findings from this study suggest that increasing conformance with healthy eating patterns among US adults could reduce costs, with billions of dollars in potential savings.

J Acad Nutr Diet. 2018;•••–••.

The first paper to describe estimated economic impact of the 2015-2020 Dietary Guidelines of Americans with respect to health care costs.

If

HEI-2015 score of 71
(20% improvement)



Then

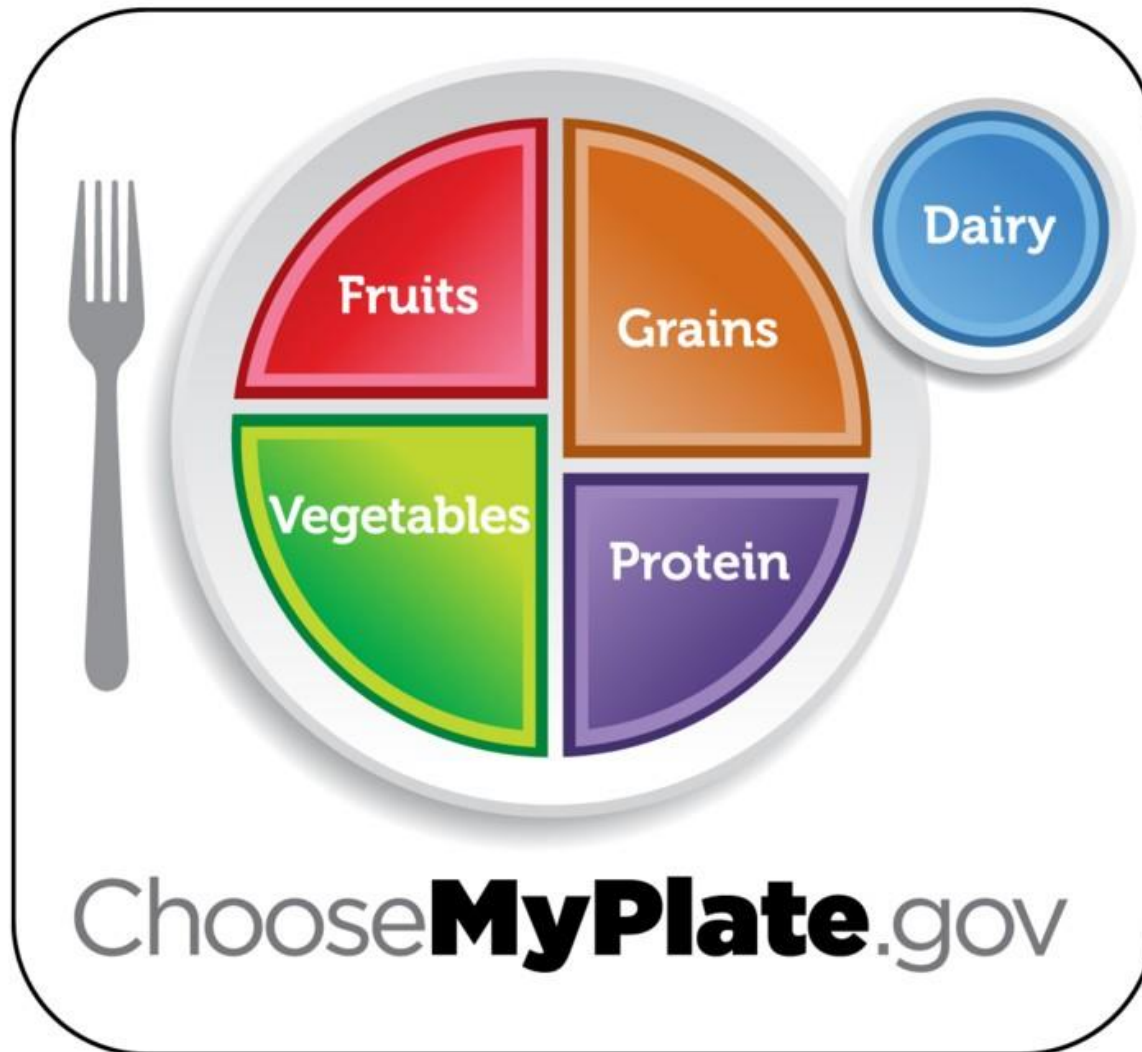
Estimated **\$31.5 billion savings**
from reductions in
cardiovascular disease, cancer
and type 2 diabetes

HEI-2015 score of 80



Estimated **\$55.1 billion savings**
from reductions in
cardiovascular disease, cancer
and type 2 diabetes

MyPlate



MyPlate

Today, about half of all American adults have one or more preventable chronic diseases, many of which are related to their food choices and physical inactivity.

Most Americans know the benefits of healthy eating, but lack the motivation and skills to make changes to their eating routines.



Start simple
with MyPlate

MyPlate

Consumer confusion...

- Receive many conflicting messages.
- Often lack the skill to make healthy food choices.
- Sometimes use unreliable sources for nutrition information.
- May follow fad diet because it is easy....it tells them just what do to.



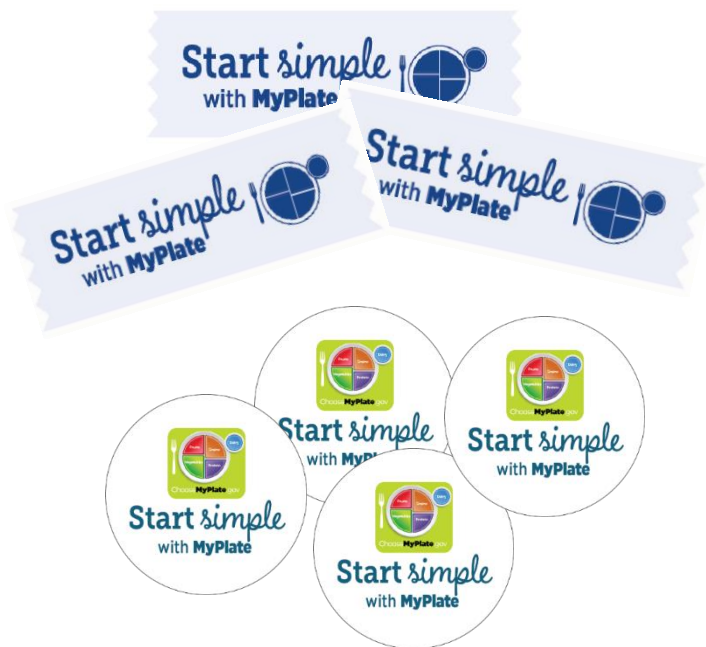
MyPlate



Start *simple*
with MyPlate

Start Simple with MyPlate

- Soft Launch a FNCE
- **CNPP Booth**



Start simple
with MyPlate

Start Simple with MyPlate!

- Encouraging consumers to find simple ways they can improve their daily food choices.
- Simple tips based on the MyPlate five food groups will show consumers they can achieve a healthy lifestyle.



Start simple
with **MyPlate**

Campaign Graphics

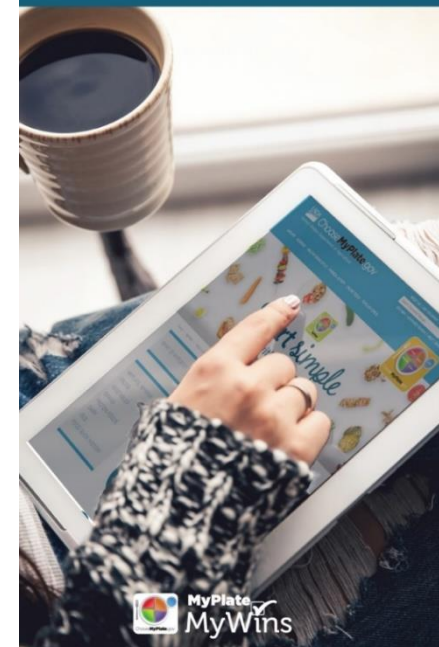


Start simple
with **MyPlate**



ChooseMyPlate.gov/GetMyPlan

ChooseMyPlate.gov



Start Simple with MyPlate: Webpage

 **ChooseMyPlate.gov**
United States Department of Agriculture

ABOUT US | ASK THE EXPERT | NEWS | CONTACT US
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MYPLATE | AUDIENCE | HEALTHY EATING STYLE | PHYSICAL ACTIVITY | ONLINE TOOLS | POPULAR TOPICS


ChooseMyPlate.gov


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with **MyPlate**
START SIMPLE WITH MYPLATE

Home / MyPlate / What is MyPlate? / Start Simple with MyPlate

WHAT IS MYPLATE?

MYPLATE, MYWINS

- FRUITS
- VEGETABLES
- GRAINS
- PROTEIN FOODS
- DAIRY
- OILS
- FOOD GUIDE HISTORY

Start Simple with MyPlate

Today, about half of all American adults have one or more preventable chronic diseases, many of which are related to their food choices and physical inactivity. Most Americans know the benefits of healthy eating, but lack the motivation and skills to make changes to their eating routines.

The **Start Simple with MyPlate** campaign will provide ideas and inspirations Americans can easily incorporate into their busy lives to help them improve their health and well-being over time. Starting simple can lead to realistic and positive lifestyle changes to achieve a longer and healthier life.

MYPLATE PLAN	ACTION GUIDE
	

Ready to get started? Find your personal food group targets with the MyPlate Plan! Just enter your age, sex, height, weight, and physical activity level. You can even see your physical activity recommendations!

After you've found your MyPlate Plan, use the resources in the Action Guide to put your plan into action and reach your goals!

More information coming soon including food group tips, professional toolkit, graphics and additional resources! Sign up to receive email updates when new resources are released.


Start simple
with **MyPlate**

MyPlate Plan: New look

- The *MyPlate Plan* is a simple tool that provides users with a personalized food plan—what and how much to eat from the five MyPlate food groups
- Based on the user's height, weight, age, sex, and physical activity level get a customized five food group plan!
- ChooseMyPlate.gov/GetMyPlan
- Mobile friendly!



MyPlate Plan: Simple as 1,2,3



1

GET YOUR MYPLATE PLAN

Age

Sex

Pregnant/
Breastfeeding

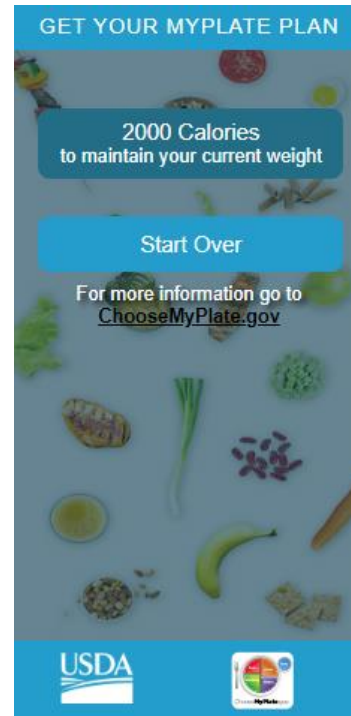
Weight pounds

Height feet
 inches

Physical activity

[Calculate food plan](#)

2



3

Results

Your MyPlate Plan:
2000 Calories

Below are the daily recommended amounts for each food group.
Click on the food group buttons to learn more and get started.

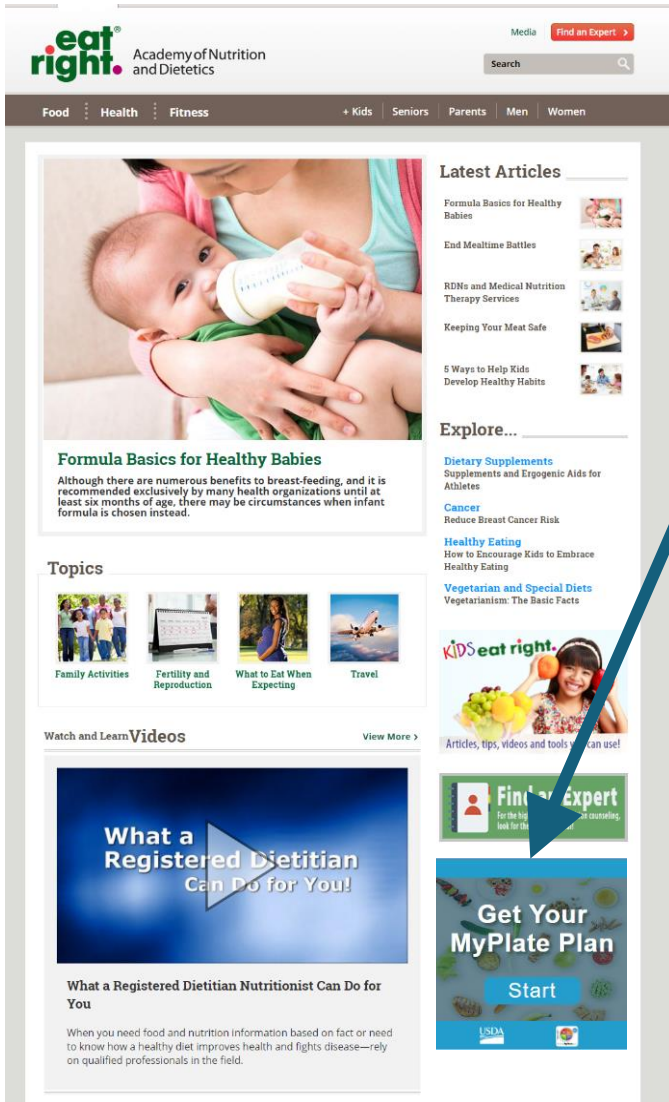
	2 cups 1 cup from the Fruit Group counts as: - 1 cup raw, frozen, or cooked/canned fruit; or - 1/2 cup dried fruit; or - 1 cup 100% fruit juice
	2 1/2 cups 1 cup from the Vegetable Group counts as: - 1 cup raw or cooked/canned vegetables; or - 2 cups leafy salad greens; or - 1 cup 100% vegetable juice
	6 ounces 1 ounce from the Grains Group counts as: - 1 slice bread; or - 1 ounce ready-to-eat cereal; or - 1/2 cup cooked rice, pasta, or cereal
	5 1/2 ounces 1 ounce from the Protein Foods Group counts as: - 1 ounce cooked/canned lean meats, poultry, or seafood; or - 1 egg; or - 1 Tbsp peanut butter; or - 1/4 cup cooked beans or peas; or - 1/2 ounce nuts or seeds
	3 cups 1 cup from the Dairy Group counts as: - 1 cup milk; or - 1 cup yogurt; or - 1 cup fortified soy beverage; or - 1 1/2 ounces natural cheese or 2 ounces processed cheese

4



Start simple
with MyPlate

MyPlate Plan: Widget



- The *MyPlate Plan* is also available as a widget, a small application that can be added to any blog or website. Simply copy and paste the embed code.
- Provides readers with quick and easy access to a healthy eating plan that's just right for them.
- The widget is available in English and Spanish, as well as two different sizes.
- ChooseMyPlate.gov/Widget




Start simple
with MyPlate


MyPlate Plan: Action Guide

- Organized by different audiences, this web page highlights a variety of resources including MyPlate tip sheets, videos, quizzes, and much more.
- Audiences:
 - Adults
 - Parents & Caregivers
 - Kids & Teens
 - Teachers & Health Educators
- ChooseMyPlate.gov/ActionGuide


Now that you've found your MyPlate Plan, use the resources below to put your plan into action and reach your goals!




Adults



Parents & Caregivers



Kids & Teens



Teachers & Health Educators


Adults

Tips

- MyPlate, MyWins Tips: Reach Your Nutrition Goals
- MyPlate, MyWins Tips: Meal Planning Made Easy
- MyPlate, MyWins Tips: Hacking Your Snacks
- MyPlate, MyWins Tips: Enjoying Local Foods
- 10 Tips: Be Active Adults

Activities

- Share your story! Share your goals, tips, or success stories via our testimonials form.
- Watch MyPlate videos – The MyPlate, MyWins video series combines information with inspirational stories from American families, as part of the overall effort to help people find healthy eating solutions and develop a personalized healthy eating style that fits within their overall lifestyle.
 - Real Solutions from Real Families
- Browse cookbooks and find your favorite recipes on [What's Cooking](#)
- Get Inspired by our [Sample 2-Week Menus](#)
- Healthy Eating on a Budget? Look no further with our [resources](#)



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MyPlate National Strategic Partners





United States Department of Agriculture

Stay
connected
with us!

[ChooseMyPlate.gov](https://www.choosemyplate.gov)

